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ABSTRACT

A telephone survey of 1,099 greater Dundalk area residents was conducted to determine the community's awareness of Dundalk Community College and to ascertain community needs and whether the college served those needs. Students, trained in an initial two-hour session and follow-up meeting, collected 701 survey responses. The 22-item questionnaire was pre-tested and split into two shorter versions before application. Questionnaires were sorted according to respondents who had attended the college (n=99) and those who had not (n=602). Of those who had attended the college, 88% felt the college served the area satisfactorily or well, while 5% indicated the college served the area poorly. Of non-attendees, 36% did not know how well the college served the area, 46% overestimated the cost of a 3-credit course, and 75% underestimated the average age of Dundalk students. Better bus transportation and a wider variety of courses were suggested by attendees who felt the college did not adequately meet community needs. Attendees were not as aware of available college services as had been expected. However, 72% were satisfied with their educational experiences. Recommendations on how the college can publicize itself to the area are made. Fifteen tables and a copy of the questionnaire are included. (TR)

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JC 780 121

We Care What You Think
A Community Survey
Summer, 1977

DUNDALK COMMUNITY COLLEGE

ACKNOWLEDGMENTS

Dundalk Community College would like to gratefully acknowledge the assistance of the people of the greater Dundalk area who participated in the telephone survey; without their patience the survey would have been impossible.

I would like to thank those who assisted me in this project.

The telephone survey was coordinated by Ivi Blackmon who is responsible for the success of this project. The individuals who worked with Ivi were: Steve Woelfl, Darlene Grubb, Charles Rapp, Cheryl Dixon, Peggy Johnson, and Bobbie Trageser. I would like to thank those who willingly donated their offices during the several weeks that the phone calls were made. Finally, I would like to thank Ray Baumer of Central Duplicating, Doris Wade of Financial Aid, Peggy Scoggins of Data Processing, and Rosanne Patchak, my secretary, for the assistance they provided.

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Susan K. Bravman,
Coordinator, Institutional
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September, 1977

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INTRODUCTION

RATIONALE:

"Dundalk Community College belongs to the people whom it serves and who support it. Therefore, we strive to be responsive to the individual and collective needs of our community. To achieve that response, we see the campus extending beyond its present boundaries to include a larger segment of the community. We believe that the community is our campus and the citizenry is our student body."[1]

In order to be responsive to the collective needs of the greater Dundalk area a community survey was conducted. This analysis afforded the institution the opportunity to obtain valuable feedback from the community on many topics relating to the relationship between the College and the community.

GOALS:

The primary goal was to determine the extent of awareness of the College in the community. The survey attempted to determine: 1) what knowledge of the institution is present in the community, 2) what perception the community holds about the College, 3) what are the collective needs of the community, and 4) how effectively the College is serving those needs.

[1]Dundalk Community College Catalog 1977/78, p. 15.

A second goal was to provide the Public Relations Office with information. This information will assist that office in informing the local citizenry about the programs and services available at Dundalk Community College.

PROCEDURE

During the summer of 1977 the Office of Institutional Research conducted a Community Survey by telephone. One thousand ninty-nine people in the greater Dundalk area were contacted. This figure represents 7.7% of the phones listed for private residences in the area. Of the 1099 individuals contacted, 701 completed the questionnaire. (The details of the uncompleted questionnaire appear in Appendix A.)

The actual phoning was done by students. Each student participated in an initial 2-hour training session and a brief follow-up meeting once the survey was underway. At these meetings such things as telephone techniques, answering respondents' questions and the role of the interviewer as a representative of the College were stressed.

A systematic procedure was set up for the handling of questionnaires to insure accountability. Calls were made both day and evening, and each questionnaire received at least three attempted calls before being declared inactive.

QUESTIONNAIRE:

The pilot questionnaire contained 22 questions. This version was tested at the Dundalk Heritage Fair. As the result of a low response rate and additional feedback, the questionnaire was abridged and two

shorter versions designed. (Although the response rate was low, an analysis of the Heritage Fair questionnaire indicated a similarity between its results and those of the subsequent telephone survey.)

The two versions of the questionnaire appear in Appendix B. Both took about 10 minutes to complete and each had 14 questions. Ten of these questions were common to both questionnaires. The analysis which follows focuses first on the common questions, secondly on those found only on A and finally, those found only on B.

Results

The completed questionnaires were sorted according to respondents who had attended Dundalk Community College (N=99) and those who had not (N=602). This was done to discover whether different responses were made by those who had actually experienced the College. The responses indicated that 14% of our sample had attended the College.

Tables 1-7 list each common question and an analysis both by response and by attendance at Dundalk Community College. The numbers in parenthesis are the percentages.

Question 1: In general, how well do you feel Dundalk Community College is serving the Dundalk Area?

As can be seen from Table 1, 88% of those who had attended the College said we were serving the Dundalk area "satisfactorily or well". Only 5% said we were serving the area "poorly". As would be expected, 36% of those who had not attended the College did not know how well we were serving the area. In contrast, 60% of this same group did perceive that we were serving the Dundalk area satisfactorily or well.

Table 1

Perception of How College
Is Serving The Dundalk Area

Responses	Attended DCC			Did Not Attend			Grand Total
	Form A	Form B	Total	Form A	Form B	Total	
1. Poorly	3 (5)	2 (5)	5 (5)	4 (1)	5 (2)	9 (1)	14 (2)
2. Satisfac-torily	20 (36)	15 (34)	35 (35)	47 (15)	39 (13)	86 (14)	121 (17)
3. Well	30 (55)	22 (50)	52 (53)	139 (46)	140 (47)	279 (46)	331 (47)
4. Don't Know	2 (4)	5 (11)	7 (7)	110 (36)	108 (36)	218 (36)	225 (32)
5. No Response	0 (0)	0 (0)	0 (0)	5 (2)	5 (2)	10 (2)	10 (1)
TOTAL	55 (100)	44 (100)	99 (100)	305 (100)	297 (100)	602 (100)	701 (100)

A recalculation of Table 1 using only those individuals who felt they knew how the College is serving the Dundalk area indicated that 95% of those who had attended and 97% of the total sample felt that Dundalk Community College was serving the community well or satisfactorily.

Question 2: Are there educational or service needs in the community that you feel Dundalk Community College is not meeting at the present time?

Those who had attended the College were more likely to respond "yes" than those who had not. Analysis of the comments made on this question indicated that the most frequent unmet need was bus transportation. Fifty-nine individuals indicated that they would like the College to assist in getting better bus transportation to and from the institution. Twenty-seven people suggested that the College should increase the variety of its courses and 28 felt they were too old to attend.

Table 2

Unmet Needs

	Attended DCC			Did Not Attend			
Responses	Form A	Form B	Total	Form A	Form B	Total	Grand Total
1. Yes	17 (31)	19 (43)	36 (36)	37 (12)	47 (16)	84 (14)	120 (17)
2. No	36 (65)	24 (55)	60 (61)	221 (72)	216 (73)	437 (73)	497 (73)
3. Don't Know	2 (4)	0 (0)	2 (2)	1 (.3)	0 (0)	1 (.2)	3 (.4)
4. No Response	0 (0)	1 (2)	1 (1)	46 (15)	34 (11)	80 (13)	81 (12)
TOTAL	55 (100)	44 (100)	99 (100)	305 (100)	297 (100)	602 (100)	701 (100)

Question 3: Community Colleges, in general, attempt to provide a variety of opportunities for students. Please answer yes or no to each of the following that you think Dundalk Community College offers.

Surprisingly, an analysis of this question indicated that those who had attended the College were not as familiar with the services offered as we would have hoped. Only 55% of the students were aware that we offer college transfer courses and programs, and only 52% were aware that we offer swing-shift courses. Fifty-eight percent perceived Developmental Programs and 57% Financial Aid as opportunities offered.

As one would expect, those individuals who had not attended the College knew less about the opportunities provided. Only 40% were aware that we offer swing-shift courses and only 45% Financial Aid. Only 53% knew about Community Services, and only 58% about the option for attending Dundalk Community College full or part-time.

Table 3

Opportunities Dundalk Community College Offers

Responses	Attended DCC			Did Not Attend			Grand Total
	Form A	Form B	Total	Form A	Form B	Total	
	N=55	N=44	N=99	N=305	N=297	N=602	N=701
1. Job Skill Training	39 (71)	26 (59)	65 (66)	198 (65)	170 (57)	368 (61)	433 (62)
2. College Transfer Courses	32 (58)	22 (50)	54 (55)	167 (55)	148 (50)	315 (52)	369 (53)
3. Career Courses	39 (71)	22 (50)	61 (62)	196 (64)	154 (52)	350 (58)	411 (59)
4. Community Service Courses	36 (65)	23 (52)	59 (60)	170 (56)	148 (50)	318 (53)	377 (54)
5. Day & Night Classes	41 (75)	25 (57)	66 (67)	185 (61)	160 (54)	345 (57)	411 (59)
6. Swing-shift Courses	33 (60)	18 (41)	51 (52)	126 (41)	114 (38)	240 (40)	291 (42)
7. Developmental Programs	37 (67)	20 (45)	57 (58)	183 (60)	154 (52)	337 (56)	394 (56)
8. Financial Aid	35 (64)	21 (48)	56 (57)	143 (47)	126 (42)	269 (45)	325 (46)
9. Choice of Full or Part-time	40 (73)	28 (64)	68 (69)	187 (61)	164 (55)	351 (58)	419 (60)

*More than one response was possible. Percentages are of number in each column.

Question 4: Have you ever visited the Dundalk Community College campus?

As expected, 100% of the individuals who had attended Dundalk Community College had visited the campus, while only 43% of the individuals who had not attended the College had visited the campus.

Table 4

Visited The Dundalk Community College Campus

	Attended DCC			Did Not Attend			
Responses	Form A	Form B	Total	Form A	Form B	Total	Grand Total
1. Yes	55 (100)	44 (100)	99 (100)	112 (37)	89 (30)	201 (33)	300 (43)
2. No	0	0	0	186 (61)	198 (67)	384 (64)	384 (55)
3. No Response	0	0	0	7 (2)	10 (3)	17 (3)	17 (2)
TOTAL	55 (100)	44 (100)	99 (100)	305 (100)	297 (100)	602 (100)	701 (100)

Question 5 asked whether or not the participant had attended Dundalk Community College. As demonstrated by the Tables, 99 had attended, and 602 had not.

Both Questions 6 and 7 were asked only of those who indicated they had attended Dundalk Community College. Question 8 was asked only of those who indicated they had not attended the College.

Question 6: What type of course or program did you take?

Of those who had enrolled, 26% had taken a Community Service course. This may explain the lack of knowledge concerning opportunities provided by the College.

The remaining responses (76%) were divided fairly evenly among the other options: job skill training and upgrading, college transfer courses, career occupational courses, and other. Unfortunately, this question did not collect the information we were seeking. Although our interviewers were trained to provide information about the different options, the participants seemed unprepared to make choices. The large number of responses in the "Other" category indicates that the question may have been confusing.

Table 5

Type of Course or Program

	Attended DCC		
Responses	Form A	Form B	Total
1. Job Skill Training	7 (13)	8 (18)	15 (15)
2. College Transfer Courses	13 (24)	6 (14)	19 (19)
3. Career Courses	7 (13)	5 (11)	12 (12)
4. Community Service Course	17 (31)	9 (20)	26 (26)
5. Other	13 (24)	17 (39)	30 (30)

More than one response possible.

Question 7: How satisfied were you with your educational experiences at Dundalk Community College?

Of those who had attended Dundalk Community College, 72% were satisfied or very satisfied with their educational experiences. However, 15% were dissatisfied or very dissatisfied.

Table 6

Satisfaction With Educational Experiences

	Attended DCC		
Responses	Form A	Form B	Total
1. Very Dissatisfied	3 (5)	5 (11)	8 (8)
2. Dissatisfied	4 (7)	3 (7)	7 (7)
3. No Opinion-Neutral	9 (16)	3 (7)	12 (12)
4. Satisfied	13 (24)	16 (36)	29 (29)
5. Very Satisfied	26 (47)	17 (39)	43 (43)
TOTAL	55 (100)	44 (100)	99 (100)

Question 8: Would you tell us if it was for any of the following reasons? (Asked only of those who had not attended the College.)

The most frequently given reason for not attending was lack of interest, 30%. However, the large number of people who indicated it was for other reasons suggests to the researcher that the question did not capture all the reasons why people aren't coming to Dundalk Community College. The fact that the rest of the responses received few replies may indicate that these other areas are not a major concern. There is one exception, however. Seven percent of those who had not attended indicated that it was due to transportation problems. This is in addition to those who earlier indicated that the College should assist in transportation problems.

Table 7

Reasons For Not Attending

	Did Not Attend		
Responses	Form A	Form B	Total
1. No Interest	81 (27)	100 (34)	181 (30)
2. Transportation Problems	16 (5)	26 (9)	42 (7)
3. Educational Needs	10 (3)	17 (6)	27 (4)
4. Cost	17 (6)	22 (7)	29 (5)
5. Bad Time	9 (3)	14 (5)	23 (4)
6. Didn't Know What	27 (9)	9 (3)	36 (6)
7. Child Care	12 (4)	27 (9)	39 (6)
8. Other	144 (47)	108 (36)	252 (42)

Question 10: What do you believe is the current enrollment at Dundalk Community College?

Responses to this question indicated that individuals who had attended and those who had not had a good idea of the enrollment at the College. (As of Fall 1977, the credit enrollment was 2405.) This question did not ask respondents to distinguish between credit and non-credit enrollment.

Table 9

Current Enrollment

Responses	Attended DCC	Did Not Attend	Total
1. Under 1,000	8 (15)	50 (16)	58 (16)
2. 1,000 - 2,000	24 (44)	95 (95)	119 (33)
3. 2,000 - 3,000	12 (22)	70 (23)	82 (23)
4. Over 3,000	7 (13)	26 (9)	33 (9)
5. No Response	4 (7)	64 (21)	68 (19)
TOTAL	55 (101)*	305 (100)	360 (100)

*Due to Rounding Off To Whole Numbers

When asked, 53% of the individuals indicated that they wished to be placed on Dundalk Community College's mailing list. Sixty-seven percent indicated that they wished to receive the results of the survey.

Tables 8-11 summarize those questions which appeared only on Questionnaire A.

Question 9: What do you believe is the cost for a 3 credit course at Dundalk Community College?

Twenty-nine percent of those who had attended the College and 46% of those who had not believed that a 3 credit course costs more than it does.

Table 8

Cost Of A Three Credit Course

Responses	Attended DCC	Did Not Attend	Total
1. $45 or Below	35 (64)	83 (27)	118 (33)
2. $46 - $90	13 (24)	97 (32)	110 (31)
3. $90 - $135	3 (5)	42 (14)	45 (13)
4. No Response	4 (7)	83 (27)	87 (24)
TOTAL	55 (100)	305 (100)	360 (101)*

*Due to Rounding Off To Whole Numbers

Question 11: What do you believe is the average age of Dundalk Community College students?

Sixty-one percent of the individuals who had attended the College thought that the average age was less than it is. (The current mean age at the College is 29.) Moreover, of those who had not attended the college, 75% underestimated the mean age.

Table 10

Average Age Of Student

Responses	Attended DCC	Did Not Attend	Total
1. Around 18	3 (5)	60 (20)	63 (18)
2. Around 20	15 (27)	79 (26)	94 (26)
3. Around 25	16 (29)	87 (29)	103 (29)
4. Around 30	13 (24)	15 (5)	28 (7)
5. Over 30	5 (9)	18 (6)	23 (6)
6. No Response	3 (5)	46 (15)	49 (14)
TOTAL	55 (99)*	305 (101)*	360 (100)

*Due To Rounding Off To Whole Numbers

Question 12: What is your age?

Forty-two percent of the sample were over 35.

Table 11

Age Of Respondent

Responses	Attended DCC	Did Not Attend	Total
1. Under 20	2 (4)	36 (12)	38 (10)
2. 21 - 25	10 (18)	37 (12)	47 (13)
3. 26 - 30	9 (16)	46 (15)	55 (15)
4. 31 - 35	6 (11)	33 (11)	39 (11)
5. Above 35	24 (44)	126 (41)	150 (42)
6. No Response	4 (7)	27 (9)	31 (9)
TOTAL	55 (100)	305 (100)	360 (100)

Tables 12-15 reflect the questions which were asked only of respondents to Questionnaire B.

Question 13: How have you learned about the services and programs at Dundalk?

The results indicated that the most frequent way of hearing about the College for those who had attended was through the newspapers, (30%). The next most frequent response was Friends and Relatives, (27%). For those who had not attended, the order was reversed.

Table 12

How Learned About Dundalk Community College

Responses	Attended DCC N=44	Did Not Attend N=297	Total N=341
1. DCC Faculty and Staff	1 (2)	10 (3)	11 (3)
2. DCC Students & Former Students	6 (14)	46 (15)	52 (15)
3. Radio	2 (5)	12 (4)	14 (4)
4. TV	3 (7)	25 (8)	28 (8)
5. Newspapers	13 (30)	65 (22)	78 (23)
6. Friends or Relatives	12 (27)	123 (41)	145 (43)
7. Other	8 (18)	41 (14)	49 (14)

More than one response possible. Percentages are of the total number of respondents in each column.

Question 14: Which of the local newspapers do you read?

Of those who had attended, 52% read the Dundalk Eagle and 30% read the News American.

For those who had not attended the College the results were reversed, 48% for the News American and 37% for the Dundalk Eagle.

Table 13

Local Newspaper Read

Responses	Attended DCC	Did Not Attend	Total
	N=44	N=297	N=341
1. Morning Sun	17 (39)	99 (33)	116 (34)
2. Evening Sun	8 (18)	70 (24)	78 (23)
3. News American	13 (30)	142 (48)	155 (45)
4. Afro-American	1 (2)	2 (7)	3 (9)
5. Dundalk Eagle	23 (52)	110 (37)	133 (39)
6. Dundalk Times	8 (18)	62 (21)	70 (21)
7. No Response	13 (30)	63 (21)	76 (22)

More than one response possible.

Question 15: What local radio stations do you listen to?

Here the responses were varied. It appears the most common station listened to was WCAO.

Table 14

Local Radio Stations Listened To

Responses	Attended DCC N=44	Did Not Attend N=297	Total N=341
1. WCAO	23 (52)	108 (36)	131 (38)
2. WCBM	5 (11)	48 (16)	53 (16)
3. WBAL	2 (5)	44 (15)	46 (13)
4. WFBR	4 (9)	23 (8)	27 (8)
5. WLIF	3 (7)	18 (6)	21 (6)
6. WLPL	2 (5)	24 (8)	26 (8)
7. WAYE	1 (2)	18 (6)	19 (6)
8. WKTK	1 (2)	19 (6)	20 (6)
9. WSFI	0	4 (1)	4 (1)
10. WISZ	0	4 (1)	4 (1)
11. WSID	1 (2)	11 (4)	12 (4)
12. WMAR (FM)	1 (2)	6 (2)	7 (2)
13. WPOC (FM)	0	12 (4)	12 (4)
14. WMAL (FM)	0	5 (2)	5 (1)
15. WBAL (FM)	0	12 (4)	12 (4)
16. No Response or Other	9 (20)	0	9 (3)

Question 16: What local TV station do you watch most often?

The most frequent response given by those who attended was Channel 2, for those who did not attend, Channel 13.

Table 15

TV Station You Watch Most Often

Responses	Attended DCC N=44	Did Not Attend N=297	Total N=341
1. Channel 2	14 (32)	65 (22)	79 (23)
2. Channel 11	8 (18)	56 (19)	64 (19)
3. Channel 13	12 (27)	105 (35)	117 (34)
4. Channel 45	8 (18)	26 (9)	34 (10)
5. Channel 67	1 (2)	9 (3)	10 (3)
6. No Response	1 (2)	36 (12)	37 (11)
TOTAL	44 (99)	297 (100)	341 (100)

Conclusion

The Community Survey which we conducted this summer was the first step in a systemmatic study of the needs of the Dundalk area. As such, it gave us useful information and suggested some directions we might take.

The following recommendations/conclusions seem appropriate:

1. The community perceives that the College is serving the Dundalk area. (Ninty-seven percent of those who had an opinion indicated that the College was serving the community satisfactorily or well.)
2. The newspapers and radios that the College is advertising in are those that are being read and listened to by residents of the greater Dundalk area.
3. There needs to be increased publicity about the services available at Dundalk Community College both among students and in the community at large.
4. Additional opportunities should be provided to bring community members to the campus.

5. Future public relations efforts should stress the low cost of courses at Dundalk Community College, the opportunities offered and the age and composition of the student body.
6. More detailed information is needed on:
    a. What are the particular transportation problems affecting attendance at the College?
    b. In what specific areas would the community like to see programs offered?
    c. The reasons for satisfaction and dissatisfaction with the College.
7. There appears to be a need for an in-service program for faculty and staff. As they are constantly in contact with students, they have an opportunity to serve as a valuable source.

The results of this survey suggest it would be valuable to periodically survey the community. However, it is the belief of the Office of

Institutional Research that the best way to collect information from the community is to be very specific.

Ideas under consideration include:

1. Sending out postcards with 4 or 5 questions relevant to a particular area of the Dundalk community.
2. Distributing questionnaires when we visit the community or launch a recruitment effort.
3. Using the telephone survey approach but with a more specific target group and focus.

Appendix A

Questionnaires Declared Inactive

Reason	Frequency
Respondent Indicated No Interest	212
Respondent Did Not Know About College	57
Unable to Reach	37
Wrong #, Name, Residence, No # on Label	29
No Time	13
Too Ill To Respond	12
Those That Hung Up	11
Miscellaneous	27
TOTAL	398

As can be seen from Appendix A, 398 questionnaires were declared inactive, based on a number of criteria. The most frequently used was a response of "no interest", followed by those who felt they did not know enough about the College to answer questions. We were unable to contact 37 people out of our initial sample. The percentage of questionnaires declared inactive left a response rate of 64%.

APPENDIX B

Office of Institutional Research July, 1977

DUNDALK COMMUNITY COLLEGE
Community Survey

Questionnaire A

I. Name:

II. Phone:

III. Attempted Calls: 1._____ 2._____ 3._____

IV. Person Spoken to: _____

V. Person Placing the Call: _____

BACKGROUND INFORMATION:

To Caller: Please read the following to each person contacted. Go through the introduction. Then, read each question and the answer choices slowly and clearly. Repeat the question and the answer choices if it seems at all necessary.

Hello, may I speak to Mr. or Mrs._____? Mrs._____, my name is _____ _____. I'm calling for Dundalk Community College. We're doing a survey to find out how the community members feel about the college and how familiar they are with it. Would you help us by taking a few minutes and answering some questions?

Thank you.

Now, question #1

1. In general, how well do you feel Dundalk Community College is serving the Dundalk area?

    1. poorly
    2. satisfactorily
    3. well
    4. don't know

2. Are there educational or service needs in the community that you feel Dundalk Community College is not meeting at the present time?

    1. yes
    2. no

    *(If yes) What are they?*_____ _____

3. Community Colleges, in general, attempt to provide a variety of opportunities for students. Please answer yes to each of the following that you think Dundalk Community College offers.

    1. job skill training and upgrading
    2. college transfer courses and programs
    3. career and occupational courses and programs
    4. community service courses
    5. day and night classes
    6. swing shift courses
    7. developmental programs in Math, Reading, and English
    8. financial aid
    9. choice of going to school part-time or full-time

4. Have you ever visited the DCC campus?

    1. yes
    2. no

5. Have you ever enrolled in a course at DCC?

    1. yes (If yes, go to question #6)
    2. no (If no, go to question #8)

6. What type of course or program did you take?

    1. job skill training and upgrading
    2. college transfer courses or programs
    3. career and occupational courses or programs
    4. community service course
    5. *(other) please specify* _____

7. How satisfied were you with your educational experiences at DCC?

    1. very dissatisfied
    2. dissatisfied
    3. no opinion - neutral
    4. satisfied
    5. very satisfied

    (comments) _____

8. Would you tell us if it was for any of the following reasons?

    1. no interest
    2. transportation problems
    3. programs offered did not meet my educational needs
    4. cost
    5. classes offered at a bad time
    6. didn't know what was available
    7. child care
    8. *(other) please specify* _____

9. What do you believe is the cost for a 3 credit course at DCC?

   1. $45 or below
   2. $46 - $90
   3. $90 - $135

10. What do you believe is the current enrollment at DCC?

   1. under 1000
   2. 1000 - 2000
   3. 2000 - 3000
   4. over 3000

11. What do you believe is the average age of DCC students?

   1. around 18
   2. around 20
   3. around 25
   4. around 30
   5. over 30

12. What is your age?

13. Would you like to be placed on our mailing list to obtain information about courses and programs available at DCC?

   1. yes 2. no

   (If yes, ask respondent in what specific areas they would like information i.e.: Real Estate, Community Services.)

   (If the respondent indicates an interest in getting information, please be sure to get their name and address, etc.)

   Name: _____

   Address: _____

   City: _____ *State:* _____ *Zip:* _____

   Telephone (optional) _____

   (At the conclusion be sure and thank them for completing the questionnaire and ask:)

14. Would you be interested in receiving the results of this questionnaire?

   1. yes

   2. no

DUNDALK COMMUNITY COLLEGE
Community Survey

Questionnaire B

I. Name:

II. Phone:

III. Attempted Calls: 1. _____ 2. _____ 3. _____

IV. Person Spoken to: _____

V. Person Placing the Call: _____

BACKGROUND INFORMATION:

To Caller: Please read the following to each person contacted. Go through the introduction. Then, read each question and the answer choices slowly and clearly. Repeat the question and the answer choices if it seems at all necessary.

Hello, may I speak to Mr. or Mrs._____? Mrs._____, my name is _____ _____. I'm calling for Dundalk Community College. We're doing a survey to find out how the community members feel about the college and how familiar they are with it. Would you help us by taking a few minutes and answering twelve questions?

Thank you.

Now, question #1

1. In general, how well do you feel Dundalk Community College is serving the Dundalk area?

    1. poorly
    2. satisfactorily
    3. well
    4. don't know

2. Are there educational or service needs in the community that you feel Dundalk Community College is not meeting at the present time?

    1. yes
    2. no

    (If yes) What are they? _____ _____

3. Community Colleges, in general, attempt to provide a variety of opportunities for students. Please answer yes to each of the following that you think Dundalk Community College offers.

   1. job skill training and upgrading
   2. college transfer courses and programs
   3. career and occupational courses and programs
   4. community service courses
   5. day and night classes
   6. swing shift courses
   7. developmental programs in Math, Reading, and English
   8. financial aid
   9. choice of going to school part-time or full-time

4. Have you ever visited the DCC campus?

   1. yes
   2. no

5. Have you ever enrolled in a course at DCC?

   1. yes (If yes, go to question #6)
   2. no (If no, go to question #8)

6. What type of course or program did you take?

   1. job skill training and upgrading
   2. college transfer courses or programs
   3. career and occupational courses or programs
   4. community service course
   5. *(other) please specify* _____

7. How satisfied were you with your educational experiences at DCC?

   1. very dissatisfied
   2. dissatisfied
   3. no opinion - neutral
   4. satisfied
   5. very satisfied

   (comments) _____

Caller skip to #9

8. Would you tell us if it was for any of the following reasons?

   1. no interest
   2. no transportation
   3. programs offered did not meet my educational needs
   4. cost
   5. classes offered at a bad time
   6. too far away
   7. child care
   8. (other) *please specify* _____

9. How have you learned about the services and programs at Dundalk?

1. DCC faculty and staff
2. DCC students and former students
3. radio
4. TV
5. newspapers
6. friends or relatives
7. (other) _____

10. Which of the local newspapers do you read? (Please circle all that the respondent mentions)

1. morning Sun
2. evening Sun
3. News American
4. Afro-American
5. Dundalk Eagle
6. Dundalk Times
7. (other) please specify _____

11. What local radio stations do you listen to? (Please circle all that the respondent mentions).

1. WCAO
2. SCBM
3. WBAL
4. WFBR
5. WLIF
6. WLPL
7. WAYE
8. WKTK
9. WSFI
10. WISZ
11. WSID
12. WMAR (FM)
13. WPOC (FM)
14. WMAL (FM)
15. WBAL (FM)
16. (other) _____

12. What local T.V. station do you watch most often? (Circle first response.)

1. Channel 2
2. Channel 11
3. Channel 13
4. Channel 45
5. Channel 67

13. Would you like to be placed on our mailing list to obtain information about courses and programs available at Dundalk Community College?

1. yes 2. no

(If yes, ask respondent in what specific areas they would like information i.e.: Real Estate, Community Services.)

(If the respondent indicates an interest in getting information, please be sure to get their name and address, etc.)

Name: _____

Address _____

City _____ State _____ Zip _____

Telephone (optional) _____

(At the conclusion be sure and thank them for completing the questionnaire and ask:)

14. Would you be interested in receiving the results of this questionnaire?

1. yes
2. no

UNIVERSITY OF CALIF.
LOS ANGELES

MAR 31 1978

CLEARINGHOUSE FOR
JUNIOR COLLEGES